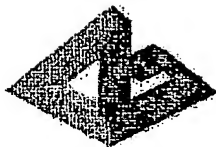


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**LAVA GROUP**  
unearthing latent value.

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**FACSIMILE TRANSMITTAL**

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**MAIL STOP** : Amendment

**FROM** : Gregory S. Smith

**EXAMINER** : COBURN, Corbett B.

**Faxing DATE**: October 31, 2005

**FACSIMILE** : (571) 273-8300

**LAVA GROUP FILE #**: 01003.1010

**SUBJECT**: Application Serial No 10/689,407 Filed October 20, 2003

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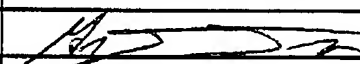
PTO/SB/21 (09-04)

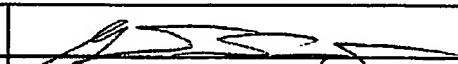
Approved for use through 07/31/2006. OMB 0651-0031  
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|   |                      |                        |            |
|---|----------------------|------------------------|------------|
| <b>TRANSMITTAL FORM</b><br><br>(to be used for all correspondence after initial filing) | Application Number   | 10/689,407             |            |
|   | Filing Date          | October, 20, 2003      |            |
|   | First Named Inventor | JOHSON, Sam            |            |
|   | Art Unit             | 3714                   |            |
|   | Examiner Name        | COBURN, Corbett        |            |
| Total Number of Pages in This Submission  | 15                   | Attorney Docket Number | 01003.1010 |

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| Remarks  |  |  |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT |   |          |        |
|--|---|----------|--------|
| Firm Name                                  | Smith Frowhwein Tempel Greenlee Blaha, LLC  |          |        |
| Signature                                  |  |          |        |
| Printed name                               | Gregory Scott Smith   |          |        |
| Date                                       | October 31, 2005  | Reg. No. | 40,819 |

| CERTIFICATE OF TRANSMISSION/MAILING   |   |
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| Signature   |  |
| Typed or printed name   | Gregory Scott Smith   |
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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:  
**JOHNSON, Sam**Serial No.:  
**10/689,407**Filed:  
**October 20, 2003**Title: **CLOSED-LOOP SYSTEM FOR  
DISPLAYING PROMOTIONAL  
EVENTS AND GRANTING  
AWARDS FOR ELECTRONIC  
VIDEO GAMES**

§ Confirmation Number:

§ **2572**

§ Group Art Unit:

§ **3714**

§ Examiner:

§ **COBURN, Corbett B.**

§ Atty. Docket Number:

§ **01003.1010**

§

**RESPONSE TO OFFICIAL ACTION**

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Mail Stop Non-Fee Amendment  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

To the Office:

Applicant's attorneys are now in receipt of an Official Communication from the USPTO that was mailed on July 29, 2005. At the issuance of the Official Communication, claims 1-27 were pending with the Office setting forth rejections for claims 1-10 and maintaining a restriction on claims 11-27. In this response, we amend the specification to correct informalities, amend claim 1 to more precisely state the invention, and present arguments in support of the allowance of the claims as presented.